<u></u>		FOR	ECAST 19	95			1			
Г		COMPAN	IES AND T	OP BRANDS			:			
Г				:			:			
Г	COMPANY/BRAND	TOTAL	PRINT	OOH	DISC	PREM	YAG	DIF		
Г										
d	ALPINE	2.1	2,1	0.0	2.1		2.3	-0.2		
	B&H	33.8	27.5	6.3		33.8	43.7	-9.9		
đ	BASIC	34.3	20.4	13.9	34.3		34.3	0.0		
d	CAMBRIDGE	3.4	2.9	0.5	3.4		2.0	1.4		
	CAMEL	30.3	22.0	8.3		30,3	40.3	-10.0		Ц
	CAPRI	18.5	17.5	1.0		18.5	15.8	2.7		
	CARLTON	19.4	14.4	5.0		19.4	17.3	2.1		
	CHESTERFIELD		<u> </u>							
d	DORAL	18.2	8.4	9.8	18.2		12.6	5.6		
d	GPC	19.0	1.0	18.0	19.0		15,6	3.4		
L	HARLEY	0.0	0.0	0.0			4.6	-4.6		Ш
d	JACKS/AUSTIN	0.0	0.0	0.0	0.0		0.0	0.0		Ш
d	KENT INTL/misc	2.0	1.0	1.0	2.0		0.6	1.4		
d	KINGSPORT								<u>.</u>	
	KOOL	52.8	25.6	27.2		52.8	43.4	9.4		
	MARLBORO	138.2	87.7	50.5		138.2	120.1	18.1		
	MERIT	34.0	28.1	5.9		34.0	36.9	-2.9		
d	MISTY	17.0	12.0	5.0	17.0		14.9	2.1		
d	MONARCH	0.0	0.0	0.0	0.0		0.0	0.0		
d	MONTCLAIR	3.0	1.0	2.0	3.0		16.1	-13.1		
	NEWPORT	35.9	10.9	25.0		35.9	32.7	3,2		
	NOW	0.0	0.0	0.0	:	0.0	0.0	0.0		
	PARLIAMENT	11.5	9.0	2.5		11.5	11.6	-0.1		
_	SALEM	14.9	10.4	4.5		14.9	5.4	9.5		
d	STERLING	0.0	0.0	0.0	0.0		0.0	0.0		
_	STYLE	0.0	0.0	0.0			0.0	0.0		
Г	V. SLIMS	34.2	28.1	6.1		34.2	34.1	0.1		
	VANTAGE	0.0	0.0	0.0	_	0.0	0.0	0.0	• •	
d	VICEROY	0.0	0.0	0.0	0.0		0.2	-0.2		
	WINSTON	30.2	16.2	14.0		30.2	17.7	12.5		
r	TRUE	0.0	0.0	0.0			0.0	0.0		
		-								
	PM	291.5	205.8	85.7	39.8	251.7	285.0	6.5		
	RJR	93.6	57.0	36.6	18.2	75.4	76.1	17.5		: .
\vdash	B&W	129.7	71.5	58.2	39.0		124.4	5.3		
-	LORILLARD	37.9	11.9	26.0	2.0	35.9	38.1	-0.2		
H										-
-	TOTAL INDUSTRY	552.7	346.2	206.5	99.0	453.7	523.8	28.9		
-	//									
H	% SPENDING	100.0	62.6	37.4	17.9	82.1				T
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